

Abergele Town Council

MINUTES

A meeting of the Marketing and Promotion Sub-Committee was held at 10am on Tuesday 5th March 2019 in Room 4, Council Offices, Llanddulas Road, Abergele.

703/18 **Attendance Register**

The Mayor, Cllr. M D Bird,
Cllrs: G. Frost; S. Jones-Roberts; D A MacRae (Chair); B. C. Roberts;
Mrs L Whalley (Deputy Clerk)

704/18 **Apologies for Absence**

Cllrs: D M Armstrong; R.M. Medicott;

705/18 **Absence without Apologies**

Cllrs: C. McCoubrey; A. Wood;

706/18 **Declaration of Interest**

Members were reminded that they must declare the **existence** and **nature** of any personal interests (using the form provided for this purpose). None Declared

707/18 An update from the Clerk with regard to the outcomes of a meeting with A.P Systems on Monday 25th February was **NOTED**

708/18 a) +b) Issues related to the distribution of the Town Guide were **CONSIDERED**.

Members felt that distribution by Councillors was not an option. Published prices for distribution by Royal Mail and their quote for the Newsletter were then considered but prices escalated sharply for partial postcode sectors which meant that distribution to every household within the ward boundaries was not cost effective and beyond the budget for marketing & promotion. In addition, there would be costs associated with transfers of stock to Royal Mail.

It was **RESOLVED** that, as a publication targeted at tourists and visitors, this edition of the Town Guide would NOT be distributed to every household. The Guide already has a budget for distribution in tourist outlets across North Wales and especially the coast. Locations in the town and areas were identified for one deliveries of the Guide by the caretaker.

709/18 Remaining articles, photos and a branded cover for the Town Guide were **REVIEWED** and **PROOFED**. Members selected a cover and instructed the Deputy Clerk on required changes to the body of text.

710/18 A draft copy of the Town Guide to date for proof reading had not been received in time for this meeting.

Meeting Closed at: 10:55

Signed

(Chairman)